

Sub B1
10. (Twice Amended) A method for delivering specific combined medium programming [delivery] for use with an interactive mass medium program output apparatus comprising the steps of:

outputting [a] first combined medium programming, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

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prompting said subscriber during said first combined medium programming; [outputting] whether said subscriber wants said specific combined medium programming, said interactive mass medium program output apparatus having a memory for storing one of a code and a datum;

receiving a reply from said subscriber at said input device in response to said prompting said subscriber, said interactive mass medium program output apparatus having a processor for processing said subscriber reply;

processing said reply and selecting said stored one of said code and said datum designating said specific combined medium programming, said interactive mass medium program output apparatus having a transmitter for communicating with a remote site;

communicating said stored one of said selected code and said selected datum to said remote site, said interactive mass medium output apparatus and said remote site forming part of a network having a plurality of transmitter stations;

assembling, in said network, at least one message which is effective at said interactive mass medium program output apparatus to satisfy said reply, said interactive mass medium program output apparatus having a receiver for receiving a

signal containing at least a portion of said at least one message from said remote [station] site; and

delivering said designated specific combined medium programming on the basis of said at least one message.

11. (Twice Amended) A method for delivering specific combined medium programming [delivery] for use with an interactive mass medium program output apparatus, comprising the steps of:

receiving a generally applicable combined medium programming transmission at a transmission station;

generating said specific combined medium [program]programming; and

transmitting said specific combined medium program, said specific combined medium [program]programming enabling said interactive mass medium program output apparatus to prompt a subscriber for input in respect of said specific combined medium programming, receive and process a reply from said subscriber, communicate one of selected code and selected datum designating said specific combined medium programming, and receive at least one message from a remote station, said at least one message effective to satisfy said reply from said subscriber.

12. (Twice Amended) A method for delivering specific combined medium programming [delivery] for use with an interactive mass medium program output apparatus, comprising the steps of:

receiving a generally applicable combined medium programming transmission to be transmitted;

receiving an instruct signal which is effective to accomplish one of:

(a) effecting a transmission station to generate said specific combined medium program, said specific combined medium program enabling said interactive mass medium program output apparatus to prompt a subscriber for input in respect of said specific combined medium programming, receive and process a reply from said subscriber, communicate one of selected code and selected datum designating said specific combined medium programming, and receive at least one message from a remote station, said at least one message effective to satisfy said reply from said subscriber; and

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(b) effecting a receiver station to generate said specific combined medium program, said specific combined medium program enabling said interactive mass medium program output apparatus to prompt a subscriber for input in respect of said specific combined medium programming, receive and process a reply from said subscriber, communicate one of selected code and selected datum designating said specific combined medium programming, and receive at least one message from a remote station, said at least one message effective to satisfy said reply from said subscriber;

receiving a transmitter control signal which operates at said [transmitter] transmission station to communicate said specific combined medium program to a transmitter; and

transmitting said specific combined medium programming transmission, said instruct signal and said transmitter control signal.